Section 1: Proposal Brainstorm

October 2nd, 2015

design:
use:
build:

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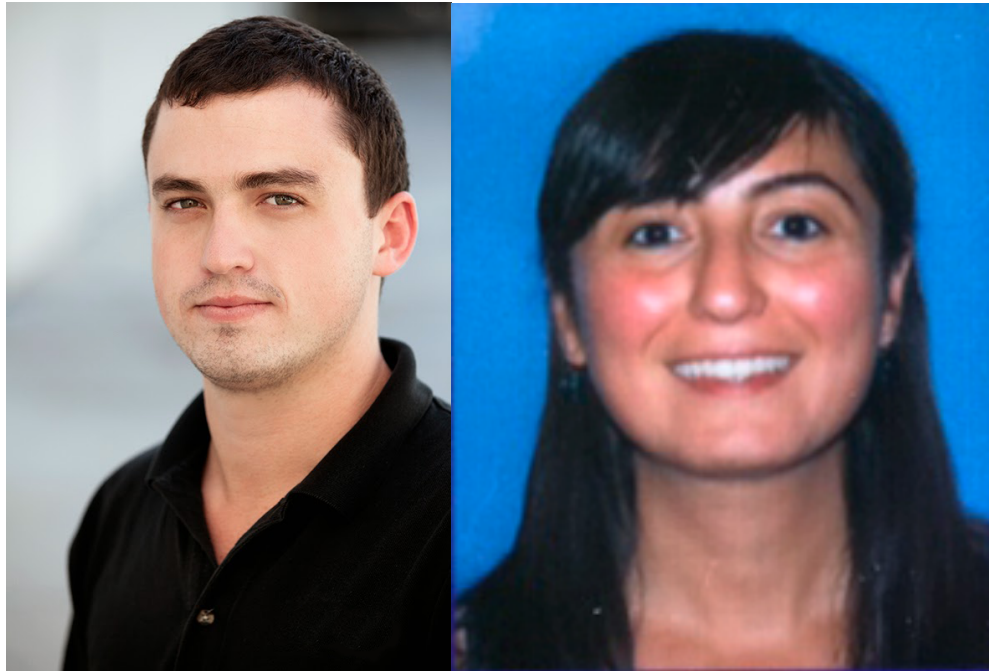
Welcome!

Lauren

Kelsey

Welcome!

Alex   Saba

Proposal Brainstorm

Close your laptops!

Get into groups of four (you will be moving around).

Generate many ideas (GO WILD)!

Ideation Rules

Defer judgement.
Encourage wild ideas.
Build on the ideas of others.
Stay focused on the topic.
One conversation at a time.
Be visual.
Go for quantity.

(From IDEO: https://openideo.com/blog/seven-tips-on-better-brainstorming)

Exercise One. Part One. Domains.

- Get in groups of 4.
- Brainstorm as many project domains as you can think of (relating to personal informatics), write each domain on a separate index card.
- By **domains**, we mean an aspect of life. For example:
  - Finances (e.g. tracking investments, spending)
  - Wellness (e.g. tracking activity, sleep)
  - Health (e.g. tracking allergies, pain)

Exercise One. Part Two. Users.

- Shuffle to a new group of 4.
- Brainstorm as many user groups as you can think of, write each on a separate index card.
- By **user groups**, we mean a set of people who might have similar interests, goals or concerns that could be met in some way by self-tracking
  - Bicycle Commuters
  - Non-family caregivers
  - Blind Programmers

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Exercise Two. Users + Domains.

- Shuffle to a new group of 4.
- Randomly pick three pairs of users and domains.
- Using different pieces of colored paper for each pair, brainstorm **problems or goals** that might be supported by personal informatics (Quick sketch or one-sentence description)
- Keep in mind:
  - special considerations for this group
  - solutions that currently exist

Exercise Three. Proposals.

- Shuffle to a new group of 4.
- Divide paper into 32 rectangles (8x4)
- Generate 32 ideas for **project proposals** (one per square)
- Quick sketch / doodle / one-sentence description (quantity not quality, but should still convey the idea!)